

Message Text

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42

ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 COME-00 DRC-01 RSC-01 AGR-20 L-03

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R 141149Z DEC 73

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 5457

LIMITED OFFICIAL USE PARIS 31936

E.O. 11652: N/A

TAGS: ETRD, FR

SUBJECT: PACKAGING AND LABELLING OF ALCOHOLIC BEVERAGES

REF: PARIS 31722

1. WE HAVE LEARNED FROM MINISTRY OF AGRICULTURE, SERVICE DE REPRESSIONS DES FRAUDES, THAT PERMANENT EXEMPTION WILL BE MADE TO NEW BOTTLING REGULATIONS FOR IMPORTED WHISKIES AND GIN, WHICH MAY CONTINUE TO BE IMPORTED IN .75 LITRE BOTTLES. LIQUOR IMPORTERS TELL US THAT EXEMPTION WILL BE JUSTIFIED BY GOF ON BASIS THAT EC BOTTLING REGULATIONS, WHEN ISSUED, WILL ALSO PROVIDE FOR DISCRETIONARY IMPORTATIONS IN .75 LITRE BOTTLES (POINT WHICH, ACCORDING TO OUR SOURCES, INSISTED ON BY UKG WITHIN EC).

2. FRENCH CHANGE OF MIND IN PUBLISHING NATIONAL BOTTLE SIZE REGULATIONS PRIOR TO ISSUANCE OF EC REGULATIONS WAS REPORTEDLY CAUSED BY PRESSURE FROM FRENCH MANUFACTURES OF CASSIS AND COGNAC. AS WELL AS CONSUMER GROUPS. IT UNCLEAR WHETHER GOF INADVERTENTLY OMITED A .75 LITRE SIZE FOR ALCHOLS OR NOT, BUT WE HAVE RECEIVED FULL COOPERATION FROM MINISTRY OF AGRICULTURE OFFICIALS IN THIS MATTER. ISSUANCE OF EXEMPTION FOR WHISKIES AND GIN IMPORTERS, HOWEVER, CAN BE ATTRIBUTED LARGELY TO SUCCESSFUL INTERVENTION BY SCOTCH EXPORTERS ASSOCIATION AS WELL AS LOCAL OFFICE OF BURBON IMPORTERS.

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3. LIQUOR IMPORTERS ASSOCIATION REPRESENTATIVE HAS SUGGESTED TO

US THAT SCOTCH IMPORTERS WILL PROBABLY SWITCH TO A .70 LITRE BOTTLE IN DUE COURSE, AS .75 LITRE BOTTLE WILL MAKE THEIR PRODUCT EVEN LESS COMPETITIVE FROM PRICE POINT OF VIEW ON LOCAL MARKET. WE BELIEVE BOUBON EXPORTERS MAY ALSO WISH CONSIDER SIMILAR MOVE IN VIEW OF COMMERCIAL ADVANTAGES.

4. WHILE DECISION HAS BEEN TAKEN TO ALLOW FOR FREE IMPORTATION OF .75 LITRE BOTTLES, FORM IN WHICH EXEMPTION WILL BE PUT INTO EFFECT HAS NOT YET BEEN DECIDED. OUR CONTACTS BELIEVE THIS MAY BE DONE BY CIRCULAR RATHER THAN BY FORMAL AMENDMENT OF ARRETTE, AND THEY WILL ALERT US WHEN IT PUT INTO EFFECT. COPY OF ARRETE AND SUBSEQUENT DOCUMENT WILL BE POUCHED AT THAT TIME.
IRWIN

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Message Attributes

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